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SUMMER, 1914

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THE VAN FLEET HYBRIDS

The Strawberry Marvels of the Age

The Best Everbearing Strawberries

Twenty Other Varieties of Choice Strawberries



J. T. LOVETT

Monmouth Nursery

LITTLE SILVER - - NEW JERSEY

Established 1878

Two Hundred Acres

Advice and Terms

Pot-grown Strawberry Plants should be shipped by express; they cannot well be mailed on account of the heavy ball of earth at the roots, and the delays incidental to freight shipments are often fatal to them. Plants when packed weigh from thirty-five to forty pounds per 100. It is not customary for nursery-men to offer ordinary layer plants until late in the season, for the reason that, during the summer, the plants are putting forth their runners and making their increase, and to disturb the beds at this season causes the destruction and loss of thousands of unrooted plants.

Knowing the characteristics of each variety, I can often make selections for my patrons better than they can for themselves. When it is desired that I shall do this, please state the general character of the soil to be planted—light or heavy—and whether early, late or a succession of fruit is desired.

I cannot accept an order of less amount than one dollar.

Payments invariably in advance. Goods sent C. O. D. only when twenty-five per cent of the amount is forwarded with order, with return charges added. Remit by Postal Money Order, Registered Letter, New York Draft or Express Money order. Always enclose remittance in same letter with order.

Everything offered in this pamphlet is packed free of charge and delivered to forwarders, after which my control ceases, consequently my responsibility also. State plainly to what point goods are to be sent. The prices quoted are for pot-grown plants in all instances and for the quantities specified; but six and fifty of a variety will be supplied at dozen and hundred rates, respectively.

It is my custom, should the supply of a variety become exhausted, which occasionally occurs in all nurseries, to substitute in its stead a similar sort. When it is desired that I shall not do this, it must be so stated in the order; to simply affix the words "No Substitution" is all that is necessary.

Claims, if any, must be made upon receipt of goods, when they will be carefully and cheerfully examined, and if just, all made satisfactory. Claims made after fifteen days of receipt of goods will not be entertained. I send out only good plants, in good condition, carefully packed in all cases; but success or failure depends, in so large a degree, upon care and management after received, that I do not, because I cannot, undertake to guarantee stock to live.

Pot-grown Strawberry Plants by Parcel Post

I will ship any of the varieties offered, by Parcel Post, at the dozen rate, if requested to do so. However, in shipping by Parcel Post, I am obliged to remove much of the earth from the roots, to reduce the weight; and this impairs the value of the plants to a considerable extent.

WESTERN UNION TELEGRAPH—Little Silver, N. J.

POSTAL TELEGRAPH—Red Bank, N. J.

LONG DISTANCE TELEPHONES—2 Red Bank, N. J. Residence, 606-M Red Bank, N. J. Fruit Farms, 129-M Red Bank, N. J.

J. T. LOVETT, Little Silver, N. J.

Pot-Grown Strawberry Plants



A POT-GROWN STRAWBERRY PLANT

All varieties of the Strawberry give the greatest yield and the largest berries when grown in rich soil; hence, no pains should be spared in preparing the bed carefully before planting, by digging or ploughing deeply and turning under a liberal application of well-rotted manure. Pulverize the surface soil thoroughly with harrow and rake, and if a top-dressing of ground bone can be applied, it will be found a great benefit at fruiting time. Select a location where the soil is moist and deep if possible—moist and yet where water does not stand near or upon the surface. In such a soil well-enriched Strawberries delight and give marvelous results. They will, however, succeed upon any soil if well manured. Strawberries do not succeed when planted in shaded locations; hence in selecting a plot for them, be careful to avoid places that are shaded by trees.

In planting, crush the ball of earth, about the roots of each plant with the hand until it cracks and is more or less broken, and dip the plants in a bucket of water, one by one as they are planted. To place a covering of a handful of straw, grass, etc., (or a berry basket), over each plant for a few days, until the plants get "started," is a good thing to do. Old stained baskets are as good as any for the purpose. It is best to remove the covering after three or four days and do not permit it to remain, in any event for more than a week. For hill culture in the family garden, set plants in rows two feet apart and the plants fifteen inches apart in the rows; or if to be worked by horse and cultivator, have the rows three feet and the plants one foot apart in the row. In either case cut off the runners as they appear. If to be grown in matted rows, plant in rows three and one-half or four feet apart and the plants a foot apart in the rows, permitting the runners to grow at will.

The after-culture consists in keeping the soil mellow and free from weeds by frequent hoeing or cultivation. At the approach of winter (as soon as the ground is frozen sufficiently to support the weight of a horse and cart) cover the entire bed with salt-meadow hay or other loose light material. Light strawy manure is excellent for this purpose, as the soluble portion leaches into the soil and affords nourishment to the plants while the fibrous portion remains upon the surface as a mulch. Evergreen

branches are very useful for holding the covering in place and are of themselves a protection. When the plants start growth in the Spring, rake the mulch from off the plants sufficiently to permit them to push through it, and leave it on the surface about the plants to protect the fruit and keep it clean and also keep the soil moist and cool. An application of unleached wood-ashes or muriate of potash along the rows very early in the spring, just before a rainfall, will be found to increase the size, beauty and flavor of the berries.

SELECTION OF VARIETIES

The blossoms of all Strawberries in cultivation are either hermaphrodite (perfect) or pistillate (imperfect) and the varieties named in this pamphlet are perfect except those marked with the letter "P," which are pistillate. The flowers of these differ from the hermaphrodite or perfect varieties in being destitute of stamens, or nearly so, and are unable, therefore to properly fructify themselves. It is consequently essential, when a pistillate variety is grown, that a perfect flowered variety be planted near it in order to properly pollinize its blossoms, the proportion being one row of perfect flowered plants to every four or five rows of pistillate ones. When properly pollinized the pistillate varieties are often the most productive and there is really no good reason for the prejudice with which some growers regard them. If but one variety be grown, however, it should, of course, be a perfect flowered sort and not a pistillate one. It is best always to plant at least three varieties—early, medium and late—to expand the season of fruiting to its full limits.

POT-GROWN STRAWBERRIES

have the great advantage over ordinary or "layer" plants of producing a crop of the largest and finest berries the first season after planting. Further than this, they may be safely planted in the hottest and driest weather, without serious check to growth, and they can be planted where early potatoes, peas or other early crops have been harvested. True, the first cost is somewhat greater than when layer plants are employed; but the advantages of pot grown are so great and many, there can be no comparison in value between them for summer planting. In fact, for summer and fall setting, pot-grown plants are indispensable if a crop of berries is desired the following June.

There is as great a difference in the quality of pot-grown Strawberry plants as there is in cigars, wine, butter, or the fruit of the different varieties of the Strawberry—a vast difference, indeed. I grew many thousands of them in 1877, and have continued growing them in increased numbers every year since then. I am, therefore, one of the pioneers in growing pot-grown Strawberry plants, and the steady and continued growth of my trade, in the face of such sharp competition as has existed during recent years, is certainly pretty good evidence that I have mastered the "know how" to produce them. I dare say, without fear of contradiction, that I have facilities for growing pot-grown Strawberries and employees skilled in their culture, equalled by few and surpassed by none.

Norfolk Co., Mass., June 23, 1914.

I have a bed of Early and Late Jersey Giant Strawberries from your nursery. The plants were put out last fall and I have a good yield this, the first year.

HENRY C. WARD.

The Gift Strawberry

JOHN H. COOK (Van Fleet No. 7)



In some properties, this is the finest of all the wonderful Van Fleet Hybrids, described on pages 5 & 6. It is an enormous cropper ripening with the second early varieties—not so early as Early Jersey Giant but in advance of numbers 13 and 14. The berries are nearly round, though somewhat irregular in shape, of exquisite quality, blood red in color and very firm. The plants are of strong growth with large spotless foliage. Of superlative excellence for the home garden, it is also of untold value to the market grower; indeed, I am convinced in the near future this Strawberry will become one of, if not the most popular commercial varieties in cultivation.

Mr. John H. Cook, editor and publisher of the *Red Bank Register*, has made a large place for himself in the civic, commercial and political life of Red Bank and New Jersey. He has brought about more reforms and done more good than I could enumerate or mention if I used the entire catalog to do so. For the past thirty years he has constantly compelled the public to “sit up and take notice.” About a year ago Mr. Cook made a tour around the world, yet in all that long journey I doubt if he saw anything finer or more beautiful than the John H. Cook Strawberry—I am very certain he saw no Strawberry that was, at any rate. Just see if the John H. Cook Strawberry don’t make people “sit up and take notice.” I feel I have happy name for it.

For the present, plants of this most “lovely” Strawberry will be sent out as premiums only. Those who order pot grown plants from this catalog to the amount of \$5.00 will receive as a premium, a dozen pot grown plants of it; those who order to the amount of \$10.00 or more will receive 25 pot grown plants. (The special offers for collections printed on pages 6 & 8 excepted).

Not more than 25 plants of the John H. Cook will be sent in any one order under any circumstances. No plants of it for sale until further notice.

The Van Fleet Hybrid Strawberries

THE BERRY MARVELS OF THE AGE

So much has been said in praise of these remarkable Strawberries, by so many people, and so many endorsements of them have been written by horticultural authorities, I am bewildered to know what to select for publication; especially as space at my command is limited. In brief, they are a distinct race of Strawberries, produced by the greatest hybridizer the world has ever known, Dr. Walter Van Fleet, uniting the good properties of our best American varieties with the finest varieties of Europe. The Doctor, (who is now connected with the Bureau of Plant Industry of the United States Department of Agriculture), when living at Little Silver created thousands of these hybrids in a thoroughly scientific manner, and after carefully testing them, sold the entire lot to me. In writing of them, in his usual modest way, Dr. Van Fleet says, "In August, 1910, I sold you with the exclusive right to introduce, my entire stock of hybrid Strawberries, raised during the years 1907-1909; as a result of intercrossing the most vigorous high quality European varieties—such as Jucunda, Alfonso, Xij and Pres. De-la Da Devansay—with the best native kinds; including Wm. Belt, President, Nick Ohmer and Chesapeake. The result was the finest lot of seedling varieties, probably ever produced, excelling in vigor, hardiness, productiveness and plant-making power, as well as size, *quality* and attractiveness of berries, any I have ever tested."

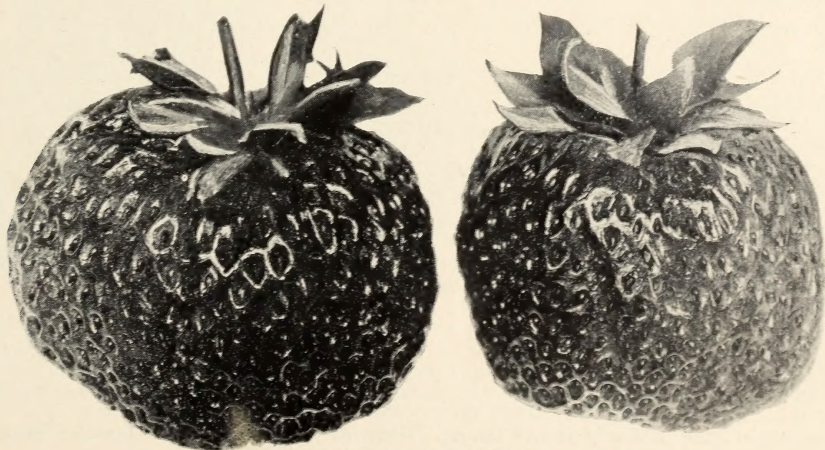
All of these hybrid Strawberries are most vigorous and sturdy in plant growth, are exceedingly prolific, of very large, exquisitely beautiful berries and what is best of all—excel in high quality—rivaling in aroma and lusciousness the native wild Strawberry. Before leaving Little Silver, Doctor Van Fleet made a selection of a score of varieties as the best of them all. Since 1910 I have had these under careful trial and of them, all things considered, I regard Early Jersey Giant, (No. 10), Edmund Wilson, (No. 13), Late Jersey Giant, (No. 14), and John H. Cook, or (No. 7), (See description page 4), as the most valuable.

✓ EARLY JERSEY GIANT (Van Fleet No. 10)



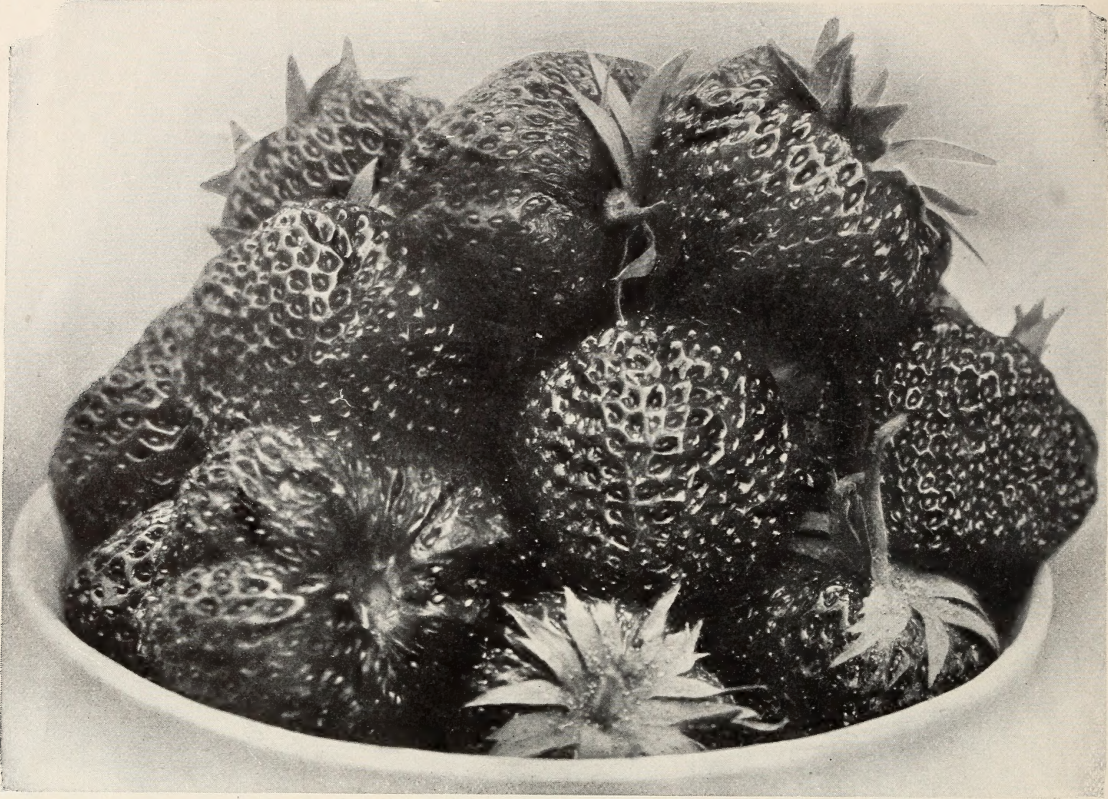
✓ EARLY JERSEY GIANT

Ripens with the very earliest. Berries very large, brilliant scarlet-crimson, conical with pointed tip, colors all over at once, has delightful aroma and rich, mild wild Strawberry flavor. Large light green calyx or "burr," hence exceedingly showy and attractive. Blossoms, large, open, rather late and staminate. Plant a strong grower with large leaves on long plant stems and a heavy yielder. The largest and best very early variety. See illustration above. Pot-grown plants, dozen, \$1.00; 100, \$5.00.



LATE JERSEY GIANT

✓ EDMUND WILSON (Van Fleet No. 13)



EDMUND WILSON

A strikingly unique variety. The plants resemble potato vines in size and vigor, the berries are as large as small apples. Form globular or bluntly heart shaped, of deep maroon color with smooth surface and quite firm. Perhaps the richest in sugary lusciousness of all—indeed a marvel in size and high quality. Upon good soil the plants attain a height of twelve to fifteen inches with a spread of fully a foot and are enormously prolific. Ripens in mid-season. See illustration above. Pot-grown plants, dozen \$1.25; 100, \$8.00.

✓ LATE JERSEY GIANT (Van Fleet No. 14)

A very late variety and the largest and best late Strawberry. It undoubtedly has blood of the Gandy in it, but it is superior to that grand old variety in every way—the berries being larger, infinitely superior in quality, even more brilliant in color, more beautiful and produced in far greater numbers. The berries are of immense size—heart shaped with broad blunt apex and exceptionally uniform in shape and size; surface smooth and glossy, bright flame-color, meaty texture (the berries do not bleed when handled as do those of other varieties) quality mild, rich and sweet with the flavor and aroma of the wild berry very pronounced.

Calyx bright green and unusually large—like the Gandy but larger. I regard it as the most beautiful Strawberry I have ever seen. Blossoms appear late, are very large, strongly staminate and are held above the foliage. Plant of large proportions with large, rather light green leaves held upright on stiff stems. The berries are produced in clusters of six to a dozen, and are usually held from the earth on remarkably large, strong fruit stalks. See illustration, page 5. Pot-grown plants, dozen, \$1.00; 100, \$5.00.

SPECIAL. For \$2.50, I will send a dozen each of Early Jersey Giant, Edmund Wilson and Late Jersey Giant. For \$8.00 I will send fifty each of them and add 12 John H. Cook or 162 in all; enough to supply a family of four with an abundance of these superlative Strawberries from the very first until the very last of the Strawberry season. For \$15.00 I will send 100 each of Early Jersey Giant, Edmund Wilson and Late Jersey Giant and add 25 John H. Cook (325 plants). All pot grown plants.

Fall Bearing Strawberries

The fall bearing or so styled "Everbearing" Strawberries are interesting and have merit; but as yet there has been none offered that anywhere near equals in size and beauty of berry the choice "June only" varieties. Fortunately nearly all of them are excellent in quality and give a heavy yield of fruit in June. The subsequent or autumn crop, is much less profuse. If, however, the blossoms are faithfully removed from the plants until the middle to the last of June, the autumn crop will be very greatly improved—both in size of yield and the berries themselves. Aside from removing the blossoms by hand picking, the culture of these autumn bearing varieties is the same as other Strawberries, as set forth on page 3.

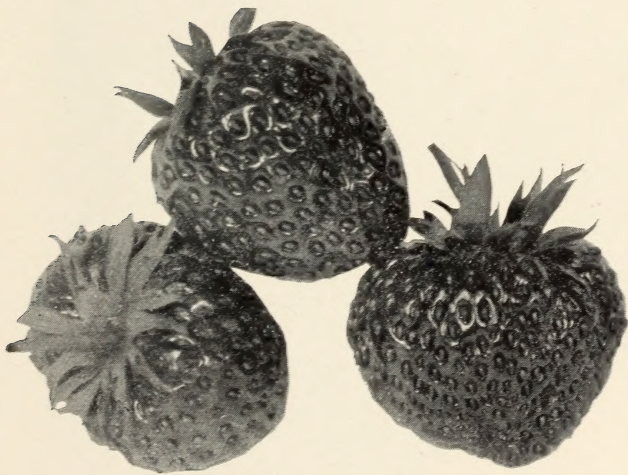
There are fully a dozen varieties of autumn bearing varieties now in commerce; namely, Americus, Autumn, Francis, Iowa, Pan American, Productive, Progressive, Superb, etc., all of which I have thoroughly tested. As the three last named are superior to all the others, I offer them only in pot-grown plants.

Price, Pot-grown Plants, dozen, 75 cents; 100, \$3.50



PROGRESSIVE. Reduced one-half

✓ PRODUCTIVE (P)



The plants, unlike many of the fall bearing varieties, multiply freely and are vigorous healthy growers. The berries are nearly round—slightly pointed—are deep crimson in color, with smooth surface, quite firm and of fine quality. Its first of June crop is most profuse, the berries being literally piled about the plants. If the berries were larger, (the

illustration shows their size), it would be a most profitable variety for its June crop alone. It should be borne in mind, its blossoms are pistillate and some other fall bearing variety must be planted with it in order to obtain fruit.

✓ PROGRESSIVE

Not only the finest of the Rockhill varieties, but, all things considered, the best of the fall bearing Strawberries as yet fully tested. The plants are of strong habit with good, large, clean leaves and they multiply all they ought to. The berries are decidedly attractive; deep crimson, glossy, firm of high quality, about an inch in diameter and exceptionally uniform in size and shape, (see illustration above). It begins to ripen with the second early June varieties and the plants yield so heavily of such nice berries, it is a profitable variety for its June crop. As it continues to yield nice berries, (though not so lavishly of course), until late autumn, it is indeed a variety of much value.

Rock Island Co., Ill., Aug. 12, 1913.

The pot grown Strawberry plants I ordered of you, arrived in fine shape, much better than a lot I had ordered previously by express of another eastern firm.

C. E. CRAMPTON.

SUPERB

The berries of this average larger than those of any of the other fall bearing varieties, and like the other two named above, are nearly round. They are dark crimson, smooth and glossy, and although excellent, do not quite equal others in quality. The plants grow well, are of vigorous growth and multiply freely. It yields heavily in June and is one of the best of its class as a cropper in autumn. Succeeds best under hill culture with all runners cut as they appear.

Price of all three varieties, dozen 75 cents; 100, \$3.50.

Special Offer. I will supply a dozen each of the three Fall Bearing varieties for \$2.00; 25 of each for \$3.50; 50 each for \$5.00; 100 each and 25 of the John H. Cook added for \$10.00—all pot-grown plants.



SUPERB STRAWBERRIES. Photographed Sept. 15th, 1913

Essex Co., N. J., Aug. 15, 1913.

Pot-grown Strawberry plants arrived Saturday last in good condition. Plants are excellent and all seem to take hold of their new bed. Thanks for extra count.

N. C. MacCREA.

Pr. Geo. Co., Md., Aug. 18, 1913.

I received the Strawberry plants in good condition, and am very much pleased with them.

MARIE HUMPHREY.

Onondaga Co., N. Y., Sept. 22, 1913.

The pot-grown Strawberry plants arrived in fine shape; have them all set out and thank you for the extra.

O. L. FINCH.

Queens Co., N. Y., July 30, 1913.

The Strawberry plants arrived in fine order and I want to thank you for the unexpected promptness in sending them. I am very much pleased with the quality of the plants, they are as fine and healthy appearing as any I have ever seen, especially in this dry season. It was a pleasure to plant them out.

THOS. D. HYATT.

Boyle Co., Ky., Oct. 15, 1913.

The pot-grown Strawberry plants came in fine condition and every plant is alive and vigorous.

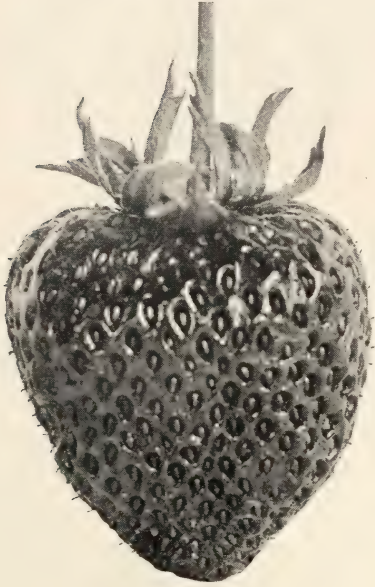
MISS MARY D. COX.

General List of Varieties

Prices, Pot-grown Plants, dozen, 50c.; 100, \$3.00; 1000, \$25.00; except as noted

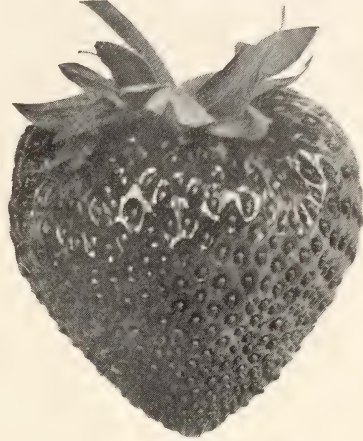
MAILED FREE AT DOZEN RATES, IF SO REQUESTED

BARRYMORE



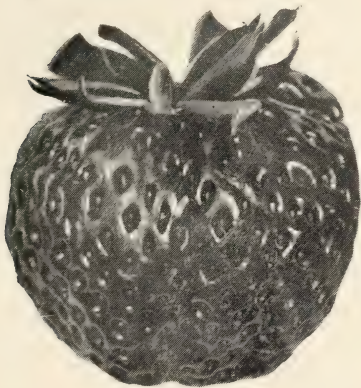
A superb variety. The bluntly conical berries are of great size, beautiful to look upon, firm and meaty and are of surpassing quality—rich and sugary. The color is rich dark crimson (which it holds unchanged after picked), with glossy surface; the flesh is deep red. Valuable alike for the home garden and for market growing. Mid-season to late.

CHESAPEAKE



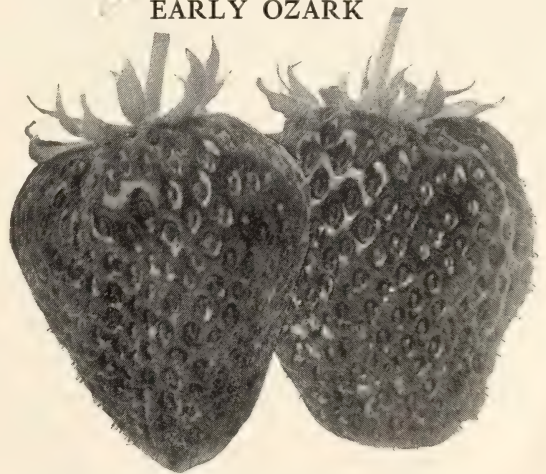
Upon soil and under conditions that exactly suit it, this is indeed a wonderful variety. It will not succeed upon thin sandy soil but requires loam or clay-loam; and demands high culture. The berries are very large and beautiful, with smooth, even surface and prominent seeds. The color is bright lively crimson and the prevailing form is heart-shaped with pointed tip; though a good many are of coxcomb form. Flesh firm, quality very good. Plants vigorous and healthy with large foliage but multiply sparingly. Mid-season until quite late. If one has the right kind of land and will give it high culture, it is an excellent variety to plant; otherwise I would advise to plant some other variety. Dozen, 60 cents; 100, \$3.50.

BRANDYWINE

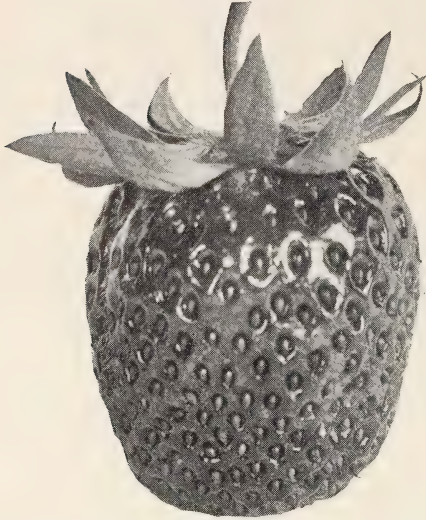


An old and popular variety of general adaptability. The berries are large, bluntly conical, uniform, bright crimson, firm and of good flavor. Plant of vigorous growth and prolific. For good results, it requires deep, rich soil and plenty of manure. Mid-season.

EARLY OZARK



Until the appearance of Early Jersey Giant, this was my best very early variety. It is among the very first to ripen and the berries are of fairly good size, bright crimson color, slightly conical, quite firm and of excellent quality. Plants healthy multiply to excess unless checked and very prolific.

FENDALL (P)

A seedling of the Wm. Belt and surpasses its parent in beauty, uniformity and size of berries. It also gives a longer season of fruit and produces nearly double as many quarts of berries upon a given space. The berries are smooth and glossy, of firm texture and exceedingly full, rich flavor. Plant of strong growth with great power to resist drought. It ripens from mid-season until very late.

The illustration does not do this splendid variety justice. Dozen, 60 cents; 100, \$3.50.

GANDY

Introduced by me in 1888 and now more largely grown than any other variety. It ripens late to very late—and the berries are large to very large, bluntly conical, of the firmest texture and bright flame-colored—which color they retain until they decay; but in flavor it is rather acid and not of the highest quality. It is very nearly perfect in vigor and growth of plant, yet it is but a moderately productive variety, except under high culture and upon very moist soil. It originated in a meadow in South Jersey and its peculiarities are its preference for very moist land and the fact that it usually yields more bountifully the second than the first year.

GOLDEN GATE

A fancy mid-season variety with strong growing prolific plant. The berries are of the Marshall type; large, deep crimson, beautiful, firm and of high quality. It colors all over with no green tip—and is so prolific that two quarts can be grown to one of the Marshall upon like spaces of land. Plants very vigorous, without spot or blemish, and endure drought better than other sorts. It is so large that seven selected berries of it will fill a quart basket.

HERITAGE

A long season variety—from early until late—and a profitable market Strawberry. The berries are large, many of them very large, and the yield is heavy. The quality is fair and the texture firm, but unfortunately many of the berries are ridged and seamed and the color is not very bright; hence, it does not present an attractive appearance. However, the plants are so vigorous and healthy, and yield so bountifully, it has much value. An excellent sort for the home garden.

Hartford Co., Conn., Apr. 3, 1914.

Every pot-grown Strawberry I received from you last August is alive this spring and growing strong; some already have 8 to 10 buds on them.

CHAS. S. DARLING.

Ont., Can., Sept. 6, 1913.

The Strawberries are in the ground and appear to be doing well.

J. S. WILL.

HUNDRED DOLLAR

The originator claimed so much for this variety that I discounted what he said of it. I am now convinced it was an error to do so; that his statement "There is not another variety of Strawberry that will outyield this giant in size or surpass it in quality" may be accepted with slight modification. It ripens in mid-season, the berries average very large indeed, the color is bright scarlet and the quality mild, sweet and luscious. It is not very firm. The plant is a strong, vigorous grower and among the most prolific. It is a superior variety for the home garden or nearby market. I am pretty sure it has descended from the famous Chas. Downing of twenty-five years ago, and is superior to that grand old variety, even in its palmy days.

McKINLEY

Until the appearance of the Van Fleet Hybrids, this variety was unrivalled as a Strawberry of high quality. Berries large, handsome and freely produced on strong growing, healthy plants. Ripens in mid-season and is too tender in texture to endure shipment. It is preeminently a variety for the home garden.

Rockland Co., N. Y., Aug. 5, 1913.

The six dozen pot-grown Strawberry plants you sent me last August, all grew vigorously from the start and supplied us through the season, this summer, with large delicious fruit.

BENJAMIN AYRES.

MORNING STAR

Until the advent of Early Jersey Giant, this was the largest and finest Strawberry that ripened early. Berries large, globular, but slightly conical, lively crimson and unusually uniform both as to size and shape. Plants of strong growth, very healthy and a reliable yielder. It is exceptionally firm for an early berry and best of all, it is of high, rich sugary flavor.

MYRTLE MURRELL

I am disappointed in this Maryland berry. It is of the old Boston Pine type, the berries being of highest quality and beautiful bright scarlet color. The plants are healthy and prolific, but are produced in such lavish profusion that they form a solid mat and thus cause the fruit to be undersized. By restricting the multiplication of plants and with the liberal use of fertilizers, it gives fine fruit; otherwise it does not.

Cuyahoga Co., Ohio, Oct. 19, 1913.

Today I sent you an order for some Raspberries and Blackberries. I wish to thank you for the prompt and satisfactory shipment of pot-grown Strawberries. The plants got here in good condition and are doing finely. I will want some of your autumn, or fall bearing, plants in the spring.

LAWRENCE SCHMITZ.

Ont., Can., Aug. 16, 1913.

The pot-grown Strawberry plants arrived all in good condition. Many thanks.

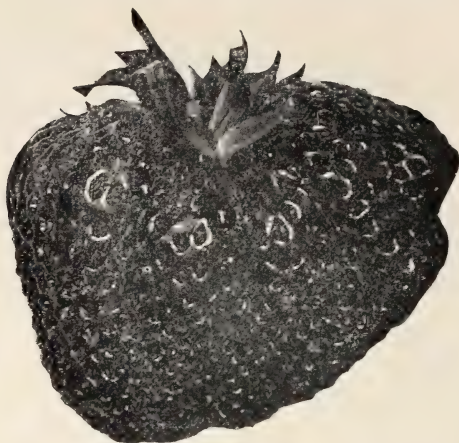
VICTOR GOWANLOCK.

PEARL



In heavy plant growth, this rivals the wonderful Van Fleet Hybrids. It is the latest to ripen of any variety I know; being ten days later than Late Jersey Giant. The berries are large, of irregular form, rather light in color, not firm enough for long shipment but of superior quality. The plants are ideal in growth and prolific; much more so than its parent Gandy. A very valuable variety, especially for the home garden and nearby market. Dozen, 60 cents; 100, \$3.50.

STEVENS' LATE CHAMPION



A descendant of the Gandy. It ripens late, and is similar to the Gandy in many respects; except that it yields nearly twice as many quarts of berries upon a given space and the berries are not so uniform in size and shape and by no means so handsome. One of the most prolific and profitable of the late varieties for market growing and a valuable sort for the home garden.

SILVER COIN



A mid-season variety that excels in uniting desirable properties. Its salient points are exquisite color, luscious flavor and great productiveness. The berries are not only large but very nearly all of them are large and they are very uniform in shape. The color is a brilliant flame-red and the texture is firm. The plant is of strong, vigorous habit with large clean foliage that does not rust, blight nor mildew; fruit stalks large and strong, holding the great crop of berries well from the ground.

Westchester Co., N. Y., July 7, 1913.

Last August you sent me several pot-grown Strawberry plants. I just want to let you know that they were more than satisfactory. They grew into large, strong plants and bore abundantly of delicious fruit.

OLIVER J. DU FOUR.

SUCCESS



All things considered, one of the finest early varieties for the home garden. Berries round or slightly elongated, bright scarlet or light flame color, quite large and very uniform in size, color and shape. Plants are vigorous, healthy and most prolific. It is an improved form of the old time famous Chas. Downing. Though the berries are not firm enough to endure long shipment, the Success has proved a success with me and is one of the most profitable Strawberries for local market and very desirable for the home garden.

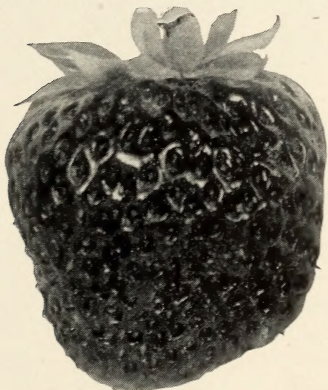
Union Co., N. J., June 19, 1914.

My uncle, Mr. Wm. Rowley, requested me to write and let you know the Strawberries he bought of you last year turned out fine and he is very much pleased with them. He sent for us to see what fine berries they were.

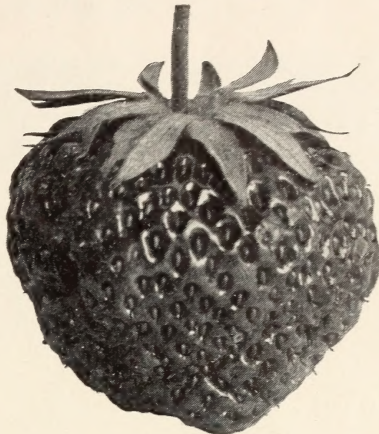
B. E. STAGG.

✓ **THREE W'S**

A Tennessee variety that has made many friends in all parts of the country and is rapidly gaining popularity. And well it may, for it is so sweet it can be enjoyed without sugar, an abundant bearer of large, beautiful berries for a very long season—from early mid-season until the latest—and is remarkably firm. The color is deep crimson throughout. The texture is so meaty and the surface so strong it can be kept long after picked and shipped a greater distance in good condition, than almost any other variety.

✓ **U. S. KING EDWARD**

A prominent strawberry grower of Massachusetts says: "It is the rich man's berry, poor man's berry, lazy man's berry and the market man's berry. If one wishes to grow the largest number of quarts to the acre and has to sell at low prices, this is the berry to grow every time. It is not one of those large coarse, over-large berries, but of uniform size throughout the season; indeed, every berry looks as though they were all run in the same mould. They are a very attractive light scarlet color. . . The plant is a strong staminate variety and is just loaded with fruit. Quarts, quarts, quarts; as thick as cultivated Cranberries. It is a mortgage lifter. Unfortunately, there are two Strawberries by this name, King Edward. One originated in England and the best one in America. You want the U. S. King Edward because it is the best. Ripens in mid-season."

✓ **WILLIAM BELT**

Of all the Strawberries grown in the United States, this variety doubtless excels in popularity to-day; and well it may, for it is a superb sort. The plant is vigorous, though not a rampant grower, succeeds upon almost all soils, invariably yields very heavily and the berries are always of large size and high quality. Its flesh is solid and deep crimson in color, while the blossoms are large with abundance of pollen. It begins to ripen quite early and continues until almost the close of the season; the last berries being large, handsome and full-flavored. Indeed, it is a king among Strawberries, as it is firm and among the largest—many of the berries being of great size—and gives large pickings for a longer period than almost any other variety.

Price, pot-grown plants, dozen, 50c; 100, \$3.00; 1000, \$25.00, except as otherwise noted.

Queens Co., N. Y., Aug. 1, 1913.

I received the plants you sent me in good order and want to thank you for your prompt attention to this matter and also the extra plants you sent.

DAVID SCHMIDT.

Ashtabula Co., Ohio, Aug. 26, 1913.

We received the pot-grown Strawberry plants last Saturday; they came in fine condition and I want to thank you for your liberality. I was so surprised to receive so many for the money and such fine plants; I have never sent to your firm but what everything came true to name and in fine shape. I shall certainly recommend you to my friends.

M. S. REXROTH.

Blaine Co., Idaho, August 22, 1913.

The Strawberry plants ordered from you were received August 20th in good condition. Thank you for the careful packing. EDITH A. HAWLEY.

Nassau Co., N. Y., Aug. 11, 1913.

The berries, Gandy and Early Ozark, which I secured from you, did splendidly; not a plant lost, and the yield very satisfactory.

L. VAN DE WATER.

Herbaceous Peonies



The Peony is easily the Queen of Hardy Perennial Plants. All those I offer, except the single varieties have large, full and very beautiful flowers. Many of them are as fragrant as an American Beauty Rose. Autumn is the best season of the year for planting Peonies.

SELECT DOUBLE PEONIES

- ABEL DE PUJOL.**—Lilac rose, shaded white.
ANDRE LAURIES (*Fragrans*).—Bright rose.
BANQUET.—Light pink flowers in clusters.
CANARY.—Guard petals pearly white, center primrose, all turning to pure white.
DELICATISSIMA.—Delicate rose, large, full.
DR. LINDLEY.—Deep maroon; tall.
EDULIS SUPERBA. (*Early Rose. L'Esperance*).
 —Bright rosy pink; fragrant, free bloomer.
GRANDIFLORA ROSEA.—Rosy-pink; large.
GRANDIFLORA RUBRA (*Marechal Vaillant*).
 —Crimson globular blooms of great size.
HUMEI.—Bright pink, large and full; late.
MARS.—Deep purple-crimson.
OFFICINALIS ALBA FL. PL.—Old fashioned double white, but not pure white.
OFFICINALIS ROSEA FL. PL.—Old fashioned double pink. The earliest pink Peony.
OFFICINALIS RUBRA FL. PL.—Old fashioned double red; dazzling crimson.
PHORMIS.—Deep purple wine.
PLENISSIMA ROSEA.—Bright rose.
POTTSII.—Dark crimson; yellow stamens.
PRINCE OF WALES.—Pure blush, large, full.
QUEEN VICTORIA (*Whitley*).—White with cream center, changing to pure white.
SINENSIS ALBA.—Pure white, large, full.
SUSANNA.—Bright rosy-pink.

VICTORIA TRICOLOR.—Outer petals deep pink; center ones yellow flesh.

Strong roots, 3 to 6 eyes, each 20c.; dozen, \$2.00; 100, \$15.00.

THREE SUPERB DOUBLE PEONIES

FESTIVA MAXIMA.—Pure white with infrequent dashes of blood red at the center of flower. Blooms of great size on long stems. Each, 30c.; dozen, \$3.00.

FLORAL TREASURE.—Clear, tender pink, large delightfully fragrant flowers. Each, 30c.; dozen, \$3.00.

GOLDEN HARVEST.—Outer petals cheerful pink, inner ones yellow changing to white. Each 35c.; dozen, \$3.50.

SINGLE PEONIES

Interesting and decorative. They flower in advance of the Double varieties but the flowers do not last so long. **Climax**; cherry rose. **Defiance**; bright crimson and golden stamens. **Gallop**; purple rose. **Mabel**; crimson, edged white. **Medusa**; rosy lilac. **Morning Star**; straw, shading to white. **Morpheus**; cheerful cherry-rose. **Plutarch**; light crimson. **Reine des Flanders**; deep rose-pink and white, changing to all white. **Splendens**; bright red.

Strong roots, each 25c.; dozen, \$2.50.

(A set—one each of the ten—for \$2.00).

German Iris or Fleur-de-Lis

The improved varieties of German Iris, or "Flags," rival choice Orchids in exquisite color and beauty. For more than twenty-five years I have been perfecting my collection of this beautiful spring flower by securing every variety offered, in Europe or America testing and discarding all that were not distinct and choice; until I am confident the list I offer is unrivalled by that to be had of any other nursery in the United States.

German Iris, like Peonies, should be planted in the autumn for best results.



ABD-EL-KADIR (*Victoria*).—Stands smoky yellow; falls yellow, veined with purple-plum.

ADA.—Stands yellow, heavily suffused with smoky rose; falls white suffused with light yellow.

ADMIRAL TOGO.—Stands pure white penciled at edge with lavender; falls ivory white.

AGAMENON.—Stands pearly white, oddly edged with azure; falls white veined with azure.

AURORA (*Aurea*).—Bright lemon yellow, the stands being slightly deeper than the falls.

BRILLIANT (*Charlotte Patti*).—Stands golden; falls light yellow veined with white at center.

BROOKLYN.—Stands porcelain; falls light blue veined with russet and shading to light blue.

CANARY BIRD (*Velveteen*).—Stands lemon yellow; falls deep plum almost black.

CELESTE.—Stands and falls celestial blue, the falls being a shade darker than the stands.

CHARLES DICKENS (*Orova*).—Stands light violet; falls indigo with white at base.

DARIUS.—Stands lemon yellow; falls light yellow blotched and marbled with rosy-lilac.

DELICATA.—Stands French white tinted with yellow; falls deep lilac, shading to white.

DONNA MARIA (*Edith Cook*).—Stands azure; falls indigo with white base, veined indigo.

DR. PARNET (*William III*).—Stands soft rosy-lilac; falls pure lilac shading to white.

FLAVESCENS.—Stands light primrose; falls white slightly tinted with yellow.

FLORENTINA ALBA (*Silver King, Silver Queen*).—Stands and falls porcelain changing to pure white.

GEN GRANT.—Stands light sulphur, much clouded or smoked; falls light yellow nearly over-spread with veinings and blotches of deep plum.

GOLD BOUND.—Stands golden yellow somewhat smoked; falls reddish brown, yellow at base.

GRACCHUS.—Stands lemon; falls delicate straw densely striped with deep wine.

H. CRAMER.—Stands deep celestial blue; falls pure Yale blue; tall habit; early.

HERANT.—Stands bluish-lilac; falls violet in center and lilac-blue at edge.

HER MAJESTY.—Stands lilac; falls wine, shading to white at base and thickly veined wine.

LADY STUMPP.—Similar to H. Cramer with both stands and falls of darker shades.

LA TENDRE (*Edina*).—Stands porcelain slightly smoked; falls blue with white at base.

LEOPOLD.—Stands smoky lavender; falls light purple, shading to white at base.

MAD. CHEREAU (*Pecutium*).—Stands and falls crimped; white, distinctly edged with rosy-violet.

MONTAUK (*Queen Victoria*).—Stands lemon slightly smoked; falls white and yellow.

MRS. CHAS. DARWIN.—Stands pure pearly white; falls white delicately veined with lilac.

MRS. CHAS. WHEELER.—Stands light lavender blue; falls violet, shading to white.

PALLIDA DELMATICA.—Stands light blue; falls celestial blue with a suggestion of soft lavender.

PALLIDA SPECIOSA.—Stands violet; falls plum with white at base.

P. BERNOT.—Stands golden yellow; falls light yellow and white, densely veined with wine.

PRES. THIERS.—Similar to Leopold with stands and falls of darker shadings.

QUEEN OF MAY (*Rosy Gem*).—Stands bright rosy-lilac; falls a shade darker.

REBECCA (*Honorabilis, Sans Souci*).—Stands golden yellow; falls russet with yellow at base.

SAPPHO.—Stands deep blue; falls indigo.

SIR ROBERT PEEL (*Zephyr*).—Stands light blue; falls darker blue.

STRIATA.—Stands bright lemon; falls white edged with light yellow.

VIRGIN.—Stands French white slightly shaded with yellow; falls deep purple with white.

VIRGIL (*Queen of Gypsies*).—Stands lavender and much smoked; falls violet.

American grown roots, strictly true to name, each, 10c.; dozen, \$1.00; 100, \$6.00.

Save Your PEACH TREES FROM DAMAGE AND DEATH BY USING BOROWAX!

BOROWAX is a preventive or protection against the ravages of the borer—the worst enemy of the Peach

It is an absolutely reliable and sure preventive of borers in Peach Trees; and we believe it to be the only material that *is*, as yet offered. It is absolutely harmless to the tree, if applied as instructed in our booklet and upon each can.

Below we print excerpts from recent letters of users of Borowax:

Mercer Co., N. J., April 10, 1914.

Borowax is the thing for growing Peaches. I would not try to raise Peaches without it.

B. POLLMAN.

Philadelphia, Pa., June 1, 1914.

Send me 20 gallons Borowax. I used 10 gallons of it last year. The fact that I am ordering 20 gallons now is evidence of what I think of the product. I cannot see that any trees were injured by its use and I certainly have no borers in any tree upon which I used it.

GEO. I. BAKER.

Montmorency Co., Mich., Feb. 27, 1914.

Regarding Borowax which I purchased of you in 1911, wish to say that I applied same according to directions. The year before I planted 100 trees and had nine killed by borers. In 1911 I planted 690 trees and not a single tree killed by borers.

C. A. CAIN.

Philadelphia, Pa., Jan. 25, 1914.

We applied Borowax in 1912. Examination last spring showed an entire absence of borers which would indicate the absolute efficiency of your product.

LOUIS BURK.

Mariposa Co., Cal., Dec. 4, 1913.

I have used Borowax for borers with good success.

F. W. McCAULEY.

Dorchester Co., Md., Feb. 17, 1914.

I have used your Borowax now for two years and I think it all right.

W. H. CHESTER, JR.

Union Co., N. J., April 7, 1914.

Last year I used a barrel of your Borowax and I am a firm believer in same. I take great pleasure in recommending Borowax to all my neighbors.

CHAS. A. CLARK.

Ontario, Canada, Feb. 4, 1914.

I used Borowax on young trees when planting them in autumn 1911; repeating the treatment after the soil was worked the following spring and am pleased to say the trees are doing nicely. I shall continue using it.

CHAS. T. KAMMEYER.

Chester Co., Pa., Mar. 28, 1914.

I applied the Borowax to 400 trees in the summer of 1911 and the results were very satisfactory.

D. W. BOWMAN.

Montgomery Co., Pa., Jan. 28, 1914.

I used Borowax in June, 1912 and 13 to all my fruit trees planted during the past seven years. I have good reason to believe my trees are entirely free from borers, owing to this treatment. Previous to using Borowax I lost a great many trees by borers.

MICHAEL PUNCH.

Gardener to J. Frank McFadden.

Stark Co., Ohio, Aug. 7, 1913.

Last Spring I purchased a supply of your Borowax which I applied to 150 trees I planted last fall and spring. They have remained in perfect health and made a strong growth, notwithstanding the fact that we have had a very dry, hot summer.

W. DERR.

PRICES OF BOROWAX:

Quart	35c.	Gallon Can	\$1.00	Half Barrel (25 gal.)	\$20.00
Half Gallon	60c.	Six Gallons	\$5.00	Barrel (50 gal.)	\$35.00

As Borowax is a liquid, it is excluded from the mails. However, to those who wish to see a sample, we will mail a sixteen ounce bottle of Borowax, in a special mailing tube, upon receipt of 25c. The twenty-five cents thus sent may be deducted from the first order amounting to \$1.00 or more. *We send out no free samples.*

Manufactured only by

BOROWAX MANUFACTURING CO.

LITTLE SILVER, NEW JERSEY

THE ESSEX PRESS, PRINTERS NEWARK